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AMENDMENTS TO THE CLAIMS

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The listing of claims will replace all prior versions, and listings, of claims in the application:

Listing of Claims:

1 – 50.   (Canceled)

51.   (Previously Presented) A method for display of electronic program guide information to a viewer while viewing a television program, wherein the electronic program guide information is organized in various slices each containing at least a channel identifier and a program element for a given time element, and wherein the viewer selectively determines how to expand the program guide information when initially presented to the viewer in browse mode so as to present additional program guide information, the method comprising steps for:

> retrieving from an electronic program guide at least a first slice of program guide information;

> displaying in a browse mode the retrieved slice in a window that is simultaneously presented for viewing with a displayed television program;

> in response to a viewer-activated scrolling command scrolling toward a new slice that is not currently viewable to the viewer, expanding the displayed number of slices on a slice-by-slice basis by one additional slice of program guide information to said browse mode window corresponding to the new slice that is not currently viewable to the viewer while continuing to display the retrieved slice; and

> the viewer selectively continuing to add another additional slice of program guide information to said browse mode window using a viewer-activated scrolling command while continuing to display the retrieved slice until a pre-defined number of slices is reached.

52.   (Previously Presented) A computer program product for implementing a method for display of electronic program guide information to a viewer while viewing a television program, wherein the electronic program guide information is organized in various slices each containing at least a channel identifier and a program element for a given time element, and wherein the viewer selectively determines how to expand the program guide information when initially presented to the viewer in browse mode so as to present additional program guide information, the computer program product comprising:

a computer-readable medium having computer-executable instructions stored thereon for implementing said method; and

wherein said computer-executable instructions are comprised of computer-program code means for performing the following steps:

a step for retrieving from an electronic program guide at least a first slice of program guide information;

a step for displaying in browse mode the retrieved slice in a window that is simultaneously presented for viewing with a displayed television program;

in response to a viewer-activated scrolling command scrolling toward a new slice that is not currently viewable to the viewer while continuing to display the retrieved slice, a step for expanding the displayed number of slices on a slice-by-slice basis by one additional slice of program guide information to said browse mode window corresponding to the new slice that is not currently viewable to the viewer; and

a step for selectively continuing to add another additional slice of program guide information to said browse mode window using a viewer-activated scrolling command while continuing to display the retrieved slice until a pre-defined number of slices is reached.

53.   (Previously Presented) A method as defined in claim 51, further comprising a step for selectively removing from the browse mode window a slice of program guide information in response to a viewer-activated command.

54.   (Previously Presented) A method as defined in claim 51 wherein said electronic program guide is stored in one of a local data source and a remote data source.

55.   (Canceled)

56.   (Previously Presented) A method as defined in claim 51 wherein the data slices are displayed in numerical order based on the channel identifier of each data slice added to the browse mode window for display.

57.   (Previously Presented) A method as defined in claim 51 wherein a pre-defined maximum number of data slices that can be added to the browse mode window is defined by viewer-activated input.

58.   (Previously Presented) A method as defined in claim 51 wherein at least one data slice added to the browse mode window in response to a viewer-activated command is selected by performing a step for predicting that the viewer is more likely to view the program identified by that data slice than others.

59.   (Previously Presented) A method as recited in claim 58, wherein the step for predicting comprises the act of:

> retrieving stored demographic information associated with the viewer;
>
> analyzing the stored demographic information to identify at least one type of program that a viewer is more likely to watch than other types of program; and
>
> based upon the identified type of program, analyzing the available programs to identify at least one program of the plurality of programs that a viewer is more likely to watch at a particular time than others of the plurality of programs at the particular time.

      60.   (Previously Presented) A method as recited in claim 58, wherein the step for predicting comprises the act of:

          retrieving stored data associated with viewing preferences of the viewer;

          analyzing the stored data to identify at least one type of program that a viewer is more likely to watch than other types of program; and

      based upon the identified type of program, analyzing the plurality of data slices to identify at least one program of the plurality of programs that a viewer is more likely to watch at a particular time than others of the plurality of programs at the particular time.

61.   (Previously Presented) A method for display of electronic program guide information to a viewer while viewing a television program, wherein the electronic program guide information is organized in various slices each containing at least a channel identifier and a program element for a given time element, and wherein the viewer selectively determines how to expand the program guide information when initially presented to the viewer in browse mode so as to present additional program guide information, the method comprising steps for:

retrieving from an electronic program guide a first slice of program guide information;

displaying in browse mode the first slice in a window that is simultaneously presented for viewing with a displayed television program;

in response to a viewer-activated scrolling command scrolling toward a new time element that is not currently visible to the viewer, expanding the displayed number of time elements on a time period-by-time period basis by one or more time elements that are simultaneously viewable within said browse mode window in addition to the first slice of program guide information and the time element for said first slice of program guide information; and

selectively adding one additional slice of program guide information to said browse mode window using a viewer-activated scrolling command, while continuing to display the retrieved slice, until a pre-defined number of slices is reached, and wherein each slice of program guide information that is added for a particular time element so that the viewer is allowed to scroll the browse mode window on a time period-by-time period basis.

62.   (Previously Presented) A computer program product for implementing a method for display of electronic program guide information to a viewer while viewing a television program, wherein the electronic program guide information is organized in various slices each containing at least a channel identifier and a program element for a given time element, and wherein the viewer selectively determines how to expand the program guide information when initially presented to the viewer in browse mode so as to present additional program guide information, the computer program product comprising:

a computer-readable medium having computer-executable instructions stored thereon for implementing said method; and

wherein said computer-executable instructions are comprised of computer-program code means for performing the following steps:

a step for retrieving from an electronic program guide a first slice of program guide information;

a step for displaying in browse mode the first slice in a window that is simultaneously presented for viewing with a displayed television program;

in response to a viewer-activated scrolling command scrolling toward a new time element that is not currently visible to the viewer, a step for expanding the displayed number of time elements on a time period-by-time period basis by one or more time elements that are simultaneously viewable within said browse mode window in addition to the first slice of program guide information and the time element for said first slice of program guide information; and

a step for selectively adding one additional slice of program guide information to said browse mode window using a viewer-activated scrolling command while continuing to display the retrieved slice, until a pre-defined number of slices is reached, and wherein

each slice of program guide information that is added is added for a particular time element so that the viewer is allowed to scroll the browse mode window on a time period-by-time period basis.

63.　　(Previously Presented) A method as defined in claim 61, further comprising a step for selectively removing from the browse mode window a slice of program guide information in response to a viewer-activated command.

64.　　(Previously Presented) A method as defined in claim 61 wherein said electronic program guide is stored in one of a local data source and a remote data source.

65.　　(Canceled)

66.　　(Previously Presented) A method as defined in claim 61 wherein the data slices are displayed in numerical order based on the channel identifier of each data slice added to the browse mode window for display.

67.　　(Previously Presented) A method as defined in claim 61 wherein a pre-defined maximum number of data slices that can be added to the browse mode window is defined by viewer-activated input.

68.　　(Previously Presented) A method as defined in claim 61 wherein at least one data slice added to the browse mode window in response to a viewer-activated command is selected by performing a step for predicting that the viewer is more likely to view the program identified by that data slice than others.

69.　　(Previously Presented) A method as recited in claim 68, wherein the step for predicting

comprises the act of:

retrieving stored demographic information associated with the viewer;

analyzing the stored demographic information to identify at least one type of program that a viewer is more likely to watch than other types of program; and

based upon the identified type of program, analyzing the available programs to identify at least one program of the plurality of programs that a viewer is more likely to watch at a particular time than others of the plurality of programs at the particular time.

70.   (Previously Presented) A method as recited in claim 68, wherein the step for predicting

comprises the act of:

retrieving stored data associated with viewing preferences of the viewer;

analyzing the stored data to identify at least one type of program that a viewer is more likely to watch than other types of program; and

based upon the identified type of program, analyzing the plurality of data slices to identify at least one program of the plurality of programs that a viewer is more likely to watch at a particular time than others of the plurality of programs at the particular time.

71.   (Previously Presented) A method as defined in claim 61 wherein said first slice of program guide information is displayed in connection with a single column headed by a given time element.

72.   (Previously Presented) A method as defined in claim 71 wherein each time element that is added is formatted at the head of a separate column that is added to the browse mode window so that each additional slice of program guide information that is added is added to a column headed by a time element.

73. (Canceled)

74. (Previously Presented) A computer program product as defined in claim 52, further comprising a step for selectively removing from the browse mode window a slice of program guide information in response to a viewer-activated command.

75. (Previously Presented) A computer program product as defined in claim 52 wherein said electronic program guide is stored in one of a local data source and a remote data source.

76. (Previously Presented) A computer program product as defined in claim 52 wherein the data slices are displayed in numerical order based on the channel identifier of each data slice added to the browse mode window for display.

77. (Previously Presented) A computer program product as defined in claim 52 wherein a pre-defined maximum number of data slices that can be added to the browse mode window is defined by viewer-activated input.

78. (Previously Presented) A computer program product as defined in claim 52 wherein at least one data slice added to the browse mode window in response to a viewer-activated command is selected by performing a step for predicting that the viewer is more likely to view the program identified by that data slice than others.

79. (Currently Amended) A computer program product as recited in claim ~~79~~78, wherein the step for predicting comprises the act of:

       retrieving stored demographic information associated with the viewer;

       analyzing the stored demographic information to identify at least one type of program that a viewer is more likely to watch than other types of program; and

       based upon the identified type of program, analyzing the available programs to identify at least one program of the plurality of programs that a viewer is more likely to watch at a particular time than others of the plurality of programs at the particular time.

80.   (Currently Amended) A computer program product as recited in claim ~~79~~78, wherein the step for predicting comprises the act of:

retrieving stored data associated with viewing preferences of the viewer;

analyzing the stored data to identify at least one type of program that a viewer is more likely to watch than other types of program; and

based upon the identified type of program, analyzing the plurality of data slices to identify at least one program of the plurality of programs that a viewer is more likely to watch at a particular time than others of the plurality of programs at the particular time.

81.   (Previously Presented) A method as defined in claim 62, further comprising a step for selectively removing from the browse mode window a slice of program guide information in response to a viewer-activated command.

82.   (Previously Presented) A method as defined in claim 62 wherein said electronic program guide is stored in one of a local data source and a remote data source.

83.   (Previously Presented) A method as defined in claim 62 wherein the data slices are displayed in numerical order based on the channel identifier of each data slice added to the browse mode window for display.

84.   (Previously Presented) A method as defined in claim 62 wherein a pre-defined maximum number of data slices that can be added to the browse mode window is defined by viewer-activated input.

85.   (Previously Presented) A method as defined in claim 62 wherein at least one data slice added to the browse mode window in response to a viewer-activated command is selected by performing a step for predicting that the viewer is more likely to view the program identified by that data slice than others.

86.   (Currently Amended) A method as recited in claim 87~~85~~, wherein the step for predicting

comprises the act of:

retrieving stored demographic information associated with the viewer;

analyzing the stored demographic information to identify at least one type of program that a viewer is more likely to watch than other types of program; and

based upon the identified type of program, analyzing the available programs to identify at least one program of the plurality of programs that a viewer is more likely to watch at a particular time than others of the plurality of programs at the particular time.

87.   (Currently Amended) A method as recited in claim 87~~85~~, wherein the step for predicting

comprises the act of:

retrieving stored data associated with viewing preferences of the viewer;

analyzing the stored data to identify at least one type of program that a viewer is more likely to watch than other types of program; and

based upon the identified type of program, analyzing the plurality of data slices to identify at least one program of the plurality of programs that a viewer is more likely to watch at a particular time than others of the plurality of programs at the particular time.

88.   (Previously Presented) A method as defined in claim 62 wherein said first slice of program guide information is displayed in connection with a single column headed by a given time element.

89.   (Currently Amended) A method as defined in claim 90~~88~~wherein each time element that is added is formatted at the head of a separate column that is added to the browse mode window so that each additional slice of program guide information that is added is added to a column headed by a time element.